

Serial No. 10/665,251  
Amendment and Response to Office Action of September 14, 2005

**Amendments to the Claims:**

Please cancel claims 1-3, 6-8, 11, 17 and 20-26 without prejudice; amend claims 12-15; and add new claims 28-45.

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (canceled)
2. (canceled)
3. (canceled)
4. (canceled)
5. (canceled)
6. (canceled)
7. (canceled)
8. (canceled)
9. (canceled).
10. (canceled).
11. (canceled)

Serial No. 10/665,251

Amendment and Response to Office Action of September 14, 2005

12. (currently amended) A device for attaching an ~~advertising display~~ advertisement to a flexible hose, comprising:

a ~~cylindrically shaped~~ cylindrical foam insert ~~member~~ designed for placement on the hose; flexible hose, said cylindrical foam member having a hollow core extending therethrough;

a covering adapted to at least substantially cover ~~the~~ said cylindrical foam insert ~~member~~, wherein the said covering includes an ~~advertising display~~, the advertisement; and

a first securing means for securing ~~the~~ said covering to ~~the~~ said cylindrical foam insert, and member

~~a second securing means for securing the device to the hose,~~

~~at least one reflective strip attached on the covering,~~

~~wherein the covering is secured to the hose~~

~~wherein the covering includes formed pockets for cable ties.~~

13. (currently amended) The device of claim 12, wherein ~~the foam insert has a~~ said hollow core has a diameter of about 1.5 inches.

14. (currently amended) The device of claim 12, wherein ~~the~~ said cylindrical foam insert ~~member~~ has a slit designed for placing ~~the~~ said cylindrical foam insert ~~member~~ on a the flexible hose.

Serial No. 10/665,251  
Amendment and Response to Office Action of September 14, 2005

15. (currently amended) The device of claim 12, wherein ~~the~~ said first means for securing ~~the~~ said covering to the said cylindrical foam ~~insert~~ member comprises a zipper.

16. (canceled)

17. (canceled)

18. (canceled)

19. (canceled)

20. (canceled)

21. (canceled)

22. (canceled)

23. (canceled)

24. (canceled)

25. (canceled)

26. (canceled)

27. (canceled)

28. (new) A method for placing advertising on a flexible hose of a gasoline pump, the flexible hose having a length, the method comprising the steps of:

Serial No. 10/665,251  
Amendment and Response to Office Action of September 14, 2005

placing advertising on a flexible covering;

positioning a flexible insert having a first length substantially around the flexible hose on a portion of the flexible hose length;

positioning the flexible covering over the flexible insert;

securing the flexible covering around the flexible insert on the flexible hose; and

allowing the flexible hose to bend along the first length of the flexible insert with the flexible insert and flexible covering secured thereto.

29. (new) The method of claim 28, wherein said securing step comprises removably securing the flexible covering around the flexible insert.

30. (new) The method of claim 29, wherein said removably securing step includes a zipper attached to the flexible covering.

31. (new) The method of claim 28, wherein said step of allowing the flexible hose to bend comprises the flexible insert bending as the flexible hose bends.

32. (new) The method of claim 28, wherein said step of allowing the flexible hose to bend comprises the flexible covering and flexible insert bending as the flexible hose bends.

33. (new) The method of claim 28, wherein said flexible insert is made of a flexible foam.

Serial No. 10/665,251  
Amendment and Response to Office Action of September 14, 2005

34. (new) The method of claim 28, wherein said flexible covering is removable from the flexible insert.

35. (new) The method of claim 28, further comprising the step of securing the position of the flexible insert and covering along the length of the flexible hose.

36. (new) A device for removably attaching advertising on a portion of a length of flexible hose of a gasoline pump, comprising:

a cylindrical member made of flexible material, said cylindrical member having a hollow core extending therethrough adapted to receive the flexible hose; and

a flexible covering removably attached to said cylindrical member and adapted to substantially cover said cylindrical member, said flexible covering including an area for advertising,

wherein the combination of said flexible covering and said cylindrical member is flexible when attached to the flexible hose.

37. (new) The device of claim 36, wherein said cylindrical member has a first end and a second end and a slit extending from said first end to said second end.

38. (new) The device of claim 36, wherein said hollow core has a diameter of about 1.5 inches.

39. (new) The device of claim 36, wherein said flexible material is a flexible foam.

40. (new) The device of claim 36, wherein said flexible covering includes a reflective strip.

Serial No. 10/665,251  
Amendment and Response to Office Action of September 14, 2005

41. (new) The device of claim 36, further comprising a securing element for securing said flexible covering and said cylindrical member to the flexible hose length portion.

42. (new) The device of claim 36, wherein said flexible covering is releasably secured to the flexible hose length portion.

43. (new) In a gasoline pump apparatus of the type having a flexible gasoline hose connected to a pump handle, and the flexible gasoline hose having a length and an outer diameter, the improvement comprising:

a flexible, padded covering removably attached to the flexible gasoline hose and extending substantially around the diameter of a portion of the length of the flexible gasoline hose; and

said flexible, padded covering including a display portion for advertising.

44. (new) The apparatus of claim 43, further comprising a securing element for securing said flexible, padded covering to the portion of the flexible gasoline hose.

45. (new) The apparatus of claim 43, wherein said flexible, padded covering is releasably secured to the flexible hose length portion.